

**SCHEME OF EXAMINATION
&
SYLLABUS
of
UG Programme (Interdisciplinary)
B.A. (Journalism & Mass Communication)**
(Scheme: D)

As per National Education Policy 2020
(Multiple Entry-Exit, Internships and Choice Based Credit System)
w.e.f. Academic Session: 2024-2025 in phased manner



DEPARTMENT OF MASS COMMUNICAITON
Faculty of Commerce and Management
CHAUDHARY RANBIR SINGH UNIVERSITY

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GENERAL INSTRUCTIONS FOR EXAMINERS / PAPER SETTERS / SUBJECT TEACHERS

EVALUATION AND EXAMINATION

- The students will be assessed through a system of Continuous Comprehensive Assessment (CCA).
- Evaluation will be done by Internal assessment (broadly 30% of total weightage) and by end term exam for rest 70%).

Theory Internal Assessment shall broadly based on the following defined composition:

- Class Participation
- Seminar/Presentation/Assignment/Quiz/Class Test, etc.
- Mid-Term Exam

Total Internal Assessment Marks	Class Participation	Seminar/Demonstration/Presentation/ Assignment/Quiz/Class Test, etc.	Mid-Term Exam
10	03	02	05
15	04	04	07
20	05	05	10
25	05	07	13
30	05	10	15

Practical Internal Assessment shall broadly be based on the following defined composition:

- Class Participation
- Seminar/Presentation/Viva-voce/Lab Records, etc.
- Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab Record etc.	Mid-Term Exam
05	-	05	NA
10	-	10	NA
15	05	10	NA
30	05	10	15

MODE OF PAPER SETTING FOR END-TERM EXAMINATION:

Every course irrespective of credit will have an End-Term Examination with every course paper having 09 questions in all. Question No. 1 containing short notes will be compulsory. The students will have to attempt five questions in all selecting at least 1 question from each unit. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of the students. Case studies may also be given as questions.

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Abbreviations used

Abbreviation	Description
AEC	Ability Enhancement Course
C	Credit
CC	Core Course
CC-H	Core Course in Honours Programme (Subject/Discipline)
CC-HM	Core Course in Minor Subject of Honours Programme
CC-M	Core Course in Minor Subject
DSE	Discipline Specific Elective Course
DSE-H	Discipline Specific Elective Course in Honours Programme (Subject/Discipline)
DSEC	Discipline Specific Skill Enhancement Course
MCC	Core Course in Major Subject
MDC	Multidisciplinary Course
PC	Practicum Course
PC-H	Practicum Course in Honours Programme
SEC	Skill Enhancement Course
UG	Under Graduate
V/VOC	Vocational Course
VAC	Value Added Course

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Scheme of Examination of UG Programme (Interdisciplinary)
B.A. (Mass Communication) (Scheme: D)
in accordance with NEP 2020 (Multiple Entry-Exit, Internships and Choice Based
Credit System) w.e.f. Academic Session 2024-25 in phased manner

Semester-I

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
B24-MC-101	Introduction to communication	CC-A1	3	1	-	4	4	70	30	-	-	100	3 Hours	
B24-MC-102	Introduction to Journalism	CC-B1	3	1	-	4	4	70	30	-	-	100	3 Hours	
B24-MC-103	History of Media	CC-C1	3	1	-	4	4	70	30	-	-	100	3 Hours	
B24-MC-104	Computer Application and Media	CC-M1	2	-	-	2	2	35	15	-	-	50	3 Hours	
B24-MC-105	Public Speaking and Art of Anchoring	MDC-1	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by CRSU	AEC-1	2	-	-	2	2	35	15	-	-	50	3 Hours	
	As available in pool of subjects approved by CRSU	SEC-1	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by CRSU	VAC-1	2	-	-	2	2	35	15	-	-	50	3 Hours	
Total Credits							24	Total Marks					600	

Semester-II

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
B24-MC-201	Writing for Media	CC-A2	3	-	2	5	4	50	20	20	10	100	3 Hours	
B24-MC-202	Basics of Reporting & Editing	CC-B2	3	-	2	5	4	50	20	20	10	100	3 Hours	
B24-MC-203	Introduction to Radio and TV Journalism	CC-C2	3	-	2	5	4	50	20	20	10	100	3 Hours	
B24-MC-204	Introduction to Graphics Design for Media	CC-M2	2	-	-	2	2	35	15	-	-	50	3 Hours	
B24-MC-205	Media Literacy Skills	MDC-2	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by CRSU	AEC-2	2	-	-	2	2	35	15	-	-	50	3 Hours	
	As available in pool of subjects approved by CRSU	SEC-2	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by CRSU	VAC-2	2	-	-	2	2	35	15	-	-	50	3 Hours	
Total Credits							24	Total Marks					600	
Internship of 4 credits of 4-6 weeks duration after 2 nd semester														

Exit Option: Undergraduate Certificate in Mass Communication) with 52 Credits

Semester-III

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B24-MC-301	Radio Production	CC-A3	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-302	Newspaper Design and Production	CC-B3	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-303	Introduction to Advertising	CC-C3	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-304	Components of Multimedia	CC-M3	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-305	Photography	MDC-3	2	-	2	4	3	35	15	20	5	75	3 Hours
	As available in pool of subjects approved by CRSU	AEC-3	2	-	-	2	2	35	15	-	-	50	3 Hours
	As available in pool of subjects approved by CRSU	SEC-3	2	-	2	4	3	35	15	20	5	75	3 Hours
Total Credits :24								Total Marks				600	

Semester-IV

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B24-MC-401	TV Production	CC-A4	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-402	Introduction to Public Relations	CC-B4	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-403	Media : Current Affairs	CC-C4	3	-	2	5	4	50	20	20	10	100	3 Hours
	As available in pool of subjects approved by CRSU	CC-M4 (V)	-	-	-	-	4	-	-	-	-	100	3 Hours
	As available in pool of subjects approved by CRSU	AEC-4	2	-	-	2	2	35	15	-	-	50	3 Hours
	As available in pool of subjects approved by CRSU	VAC-3	2	-	-	2	2	35	15	-	-	50	3 Hours
Total Credits 20								Total Marks				500	
Internship of 4 credits of 4-6 weeks duration after 4 th semester													

Exit Option: Undergraduate Diploma in (Mass Communication) with 96 Credits

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Semester-V

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B24-MC-501	New Media	CC-A5	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-502	Indian Constitution, Media Laws and Ethics	CC-B5	3	1	-	4	4	70	30	-	-	100	3 Hours
B24-MC-503	Development Communication	CC-C5	3	1	-	4	4	70	30	-	-	100	3 Hours
	As available in pool of subjects approved by CRSU	CC-M5(V)	-	-	-	-	4	-	-	-	-	100	
	Media and Social Issues		-	-	-	-	4	70	30	-	-	100	
Total Credits :20								Total Marks				500	

Semester-VI

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B24-MC-601	Communication Skills and personality Development	CC-A6	3	1	-	4	4	70	30	-	-	100	3 Hours
B24-MC-602	Online Journalism	CC-B6	3	-	2	5	4	50	20	20	10	100	3 Hours
B24-MC-603	Media Management & Entrepreneurship	CC-C6	3	1	-	4	4	70	30	-	-	100	3 Hours
B24-MC-604	Artificial Intelligence and Cyber security for Media	CC-M6	3	-	2	5	4	50	20	20	10	100	3 Hours
	As available in pool of subjects approved by CRSU	CC-M7 (V)	-	-	-	-	4	-	-	-	-	100	3 Hours
Total Credits 20								Total Marks				500	

Note: Student will be awarded 3-year UG Degree in the relevant Discipline's subject upon securing 132 credits. Four Credits of internship, earned by a student during summer internship after second semester or fourth semester, will be taken into account in fifth semester of the students who pursue 3 year UG Programmes without taking exit option.





Chaudhary Ranbir Singh University Jind, Haryana

Scheme of Examination for Postgraduate Programme Mass Communication
As per NEP 2020 Curriculum and Credit Frame Work for Postgraduate Programme (CBCS
LOCE) with effect from the session 2024-2025 (in phased manner) Framework-2

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Semester-VII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
M24-MC-701	Communication: Theory and Practice	CC-1	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-702	Writing Skills	CC-2	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-703	Growth and Development of Media	CC-3	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-704	News Writing	CC-4	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-705	Computer Applications in Journalism	CC-5	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-706	Seminar	CC-6	2			2	2			50		50		
Total Credits :22								Total Marks					550	

Semester-VIII

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
M24-MC-801	Media Laws and Ethics	CC-6	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-802	Reporting & Editing	CC-7	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-803	Broadcast Journalism	CC-8	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-804	Current Affairs, Article, Feature and Editorial Writing	CC-9	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-805	Field Reporting	CC-10	4	-	-	4	4	70	30	-	-	100	3 Hours	
M24-MC-806	Constitutional Human and Moral Values, and IPR	CC-11	2			2	2				50	50	3 Hours	
Total Credits 22								Total Marks					550	

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SEMESTER I

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B24-MC-101
CC-A1
INTRODUCTION TO COMMUNICATION

Time-3 Hours
Total Credits - 04
Theory - 70
Internal assessment - 30
Total Marks - 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand basic concept of communication including Indian (Bharatiya) concept.

CLO 2: To know about principles, functions, barriers and forms of communication.

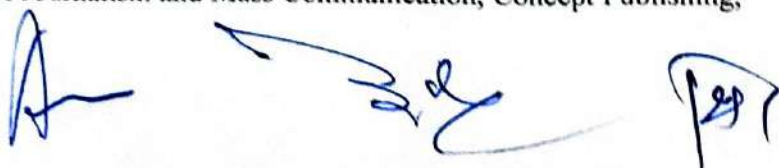
CLO 3: To develop understanding about levels of communication.

CLO 4: To study models of communication.

UNIT	Topic		Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Communication: definition and concept • Evolution of Communication • Indian Concept of Communication • Elements and Process of Communication • Need and scope of Communication 	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> • Principles of communication • Functions of communication • Barriers of communication • Forms of communication: verbal and non-verbal • Traditional forms of Communication 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Levels of communication- intra-personal, inter-personal, group, public and mass communication • Socialization and communication 	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> • Models of communication: • Sadharanikaran, • Aristotle • SMR, SMCR • Berlo, Lasswell • Shannon and Weaver • Osgood, Schramm • Dance, New Comb 	CLO 4	12

Suggested Readings:

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D.F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Kewal J.Kumar, Mass Communication in India, Jaico Publications, New Delhi
5. Veerbala Aggarwal, Handbook of Journalism and Mass Communication, Concept Publishing, New Delhi



B24-MC-102
CC-BI
INTRODUCTION TO JOURNALISM

Time-3 Hours
Total Credits – 04
Theory - 70
Internal assessment - 30
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand the basic concept and values of journalism including Indian perspective.

CLO 2: To study contemporary issues of journalism and relevance of media literacy in society.

CLO 3: To understand types of journalism

CLO 4: To enhance understanding of new trends and terminologies of journalism

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none">Journalism: Concept, definition, elements, nature and scopeIndian concept of Journalism: Ancient PerspectiveFunctions and Skills of JournalismRole of Journalism in DemocracyJournalistic values-Truth, objectivity, fairness, balance, diversity and plurality	CLO 1	12
UNIT- II	<ul style="list-style-type: none">Contemporary Issues and Debates in JournalismMedia Literacy: concept and definitionRelevance of media literacy in societyConvergence – meaning and concept	CLO 2	12
UNIT-III	<ul style="list-style-type: none">Journalism; Yellow JournalismInvestigative Journalism Advocacy JournalismCitizen JournalismData Journalism	CLO 3	12
UNIT- IV	<ul style="list-style-type: none">New trends in journalism, Cyber journalismJournalism through social mediaMoJo (Mobile Journalism)Terminologies of journalism	CLO 4	12

Suggested Readings:

1. Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs.
6. Aggarwal, Virbala, Patrakarit evam Jansanchar Margdarshika, Concept Publishing Company, New Delhi.

B24-MC-103
CC-C1
HISTORY OF MEDIA

Time-3 Hours
Total Credits - 04
Theory - 70
Internal assessment - 30
Total Marks - 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: To learn about the history and development of print media in India.
CLO 2: To understand the origin and development of radio in India.
CLO 3: To know about the history and development Television and Cinema in India.
CLO 4: To learn about various types of popular traditional media.

UNIT	Topic		Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Invention of press • History and growth of Print Media in India • Role of Press in freedom movement. • Growth and Development of print media in Haryana 	CLO 1	12
UNIT-II	<ul style="list-style-type: none"> • Invention of Radio • History and Development of Radio in India • Growth of FM Radio in India • History of Community Radio in India 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Invention of Television • History and Development of TV in India • Emergence and development of Private Channels in India • Invention of Cinema • History and Development of Indian Cinema • Development of Haryanavi Cinema 	CLO 3	12
UNIT-IV	<ul style="list-style-type: none"> • History of Traditional media • Types of Traditional Media: Folk Theatre, Folk Dance, Folk Music • Popular folk media of Haryana 	CLO 4	12

Suggested Readings:

1. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
2. B.D. Garga. So Many Cinemas-The Motion Picture in India, Bombay, EminenceDesign Pvt.Ltd, 1996.
3. Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986 Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
4. NadigKrishnamurthu, India Journalism (From Asokato Nehru),University of Mysore.
5. Chatterjee, P.C., Broadcasting in India, New Delhi
6. Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.
7. Natarajan, J., History of Indian Journalism, Publication Division, New Delhi.
8. Jeffrey, Robin,India'sNewspaperREvolution, Oxford University Press, Delhi.
9. Singh, Chandrakant, Before the Headlines : A Handbook of Television Journalism, MacmilanIndiaLtd. Delhi
10. Singh, Devvrat, Indian Television: Content, Issues and Challenges, Har Anand

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B24-MC-104
CC-M2
Computer Application and Media

Time-3 Hours
Total Credits – 02
Theory - 35
Internal assessment - 15
Total Marks – 50

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: To understand the basic knowledge of computer system.
CLO 2: To know about the functioning of different parts of computer.
CLO 3: To know about Software and Operating System.
CLO 4: To understand the basics of Application Software.

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> • Computer- Origin, Evolution and Generation of Computer • Characteristics of Computer • Types of Computer • Block Diagram of Computer 	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> • Basic Components of a Computer-: • Input Devices • Output Devices • Storage organization: Primary & Secondary Memory 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Introduction to Software • Types of Software - System software, Application software • Operating system and its functions 	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> • Introduction to MS Word and its uses • Various Menus, Toolbars & Buttons • Paragraph and Page Formatting • Creation & Working with Tables, Mail Merge • Introduction to MS PowerPoint and its uses • Creating a New Presentation • Introduction to Excel and its uses 	CLO 4	12

Suggested Readings:

1. Help files from Apache Open Office, <https://wiki.openoffice.org/wiki/Documentation>
2. Channelle Andy, "Beginning OpenOffice 3: From Novice to Professional", aPress Publications
3. Beginning OpenOffice 3: From Novice to Professional, Andichannele, Apress.
4. Microsoft Office 2016 Step by Step: MS Office 2016 Step by S_p1, By Joan Lambert, Curtis Frye
5. Computer Fundamentals - By Pradeep K. Sinha, Priti Sinha, BPB Publications, 6th Edition
6. Getting Started with Libre Office 5.0, Friends of OpenDocuments Inc., [Http://friendsofopendocument.com](http://friendsofopendocument.com)
7. Documentation from Libre Office, <https://documentation.libreoffice.org/en/english-documentation>

B24-MC-105
MDC-1
PUBLIC SPEAKING AND ANCHORING

Time-3 Hours
Total Credits – 03
Theory - 35
Internal assessment (T) – 15
Practical-20
Internal assessment (P) – 5
Total Marks – 75

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand the concept of Public Speaking.

CLO 2: To study different types of Public Speaking..

CLO 3: To understand camera and other techniques for anchoring

CLO 4: To learn about the qualities and skill set required for Anchoring.

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> • Public Speaking, Speech • Overcoming Fear of Public Speaking • 3P's of Public Speaking (Preparation, Practice, Performance) 	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> • Art of Informative & Persuasive speaking • Types of Public Speaking; Physical, Online, Political, Organizational, Educational, Motivational. • Ted Talks, Public Speaking in Media. 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Voice Over for TV in commercials/ Corporate videos/ radio commercials/ TV Documentaries • Studio and Camera facing techniques • Overcoming fright, Warm-up techniques. • On camera movements, holding props, Scripts, cue cards etc. Teleprompter and its function 	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> • Anchor: qualities • Role, skills and responsibilities. • Professional ethics- dress sense • Anchoring with and without prompter. Studio and outdoor anchoring. 	CLO 4	12

Practical	
1	Prepare a radio talk and radio interview
2	Anchor at least One event and One programme
3	Writing script and recording of a TV news bulletin
4	Prepare a promo
5	Conduct an interview for Television

Suggested Readings:

1. Kumar, KevalJ, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. Beer Arnold S.de and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
5. News Papers and Magazines based on current affairs. Aggarwal, Virbala, Patrakaritaevam Jansanchar Margdarshika, Concept Publishing Company, New Delhi.



SEMESTER II

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B24-MC-201
CC-A2
WRITING FOR MEDIA

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand different forms of writing.

CLO 2: To know about radio writing.

CLO 3: To understand different TV writing techniques

CLO 4: To develop skills for ad and online writing.

UNIT	Topic	Contact Hours
UNIT- I	<ul style="list-style-type: none"> • Difference between creative and journalistic writing • Principles of good writing • News Story structure and introduction to various styles of news writing • Writing features, articles, editorials, columns, middle, letter to editor, • News analysis: backgrounder, reviews • Writing features and articles for magazines 	CLO 1 12
UNIT- II	<ul style="list-style-type: none"> • Basics of radio writing • Elements of radio script • Techniques and style of radio script writing • Radio script writing: Radio talks, features, interview, drama and other programmes 	CLO 2 12
UNIT-III	<ul style="list-style-type: none"> • Basics of television writing • Different script formats • Elements of television script • Television script writing : interview, documentary, special & other programmes 	CLO 3 12
UNIT- IV	<ul style="list-style-type: none"> • Copy writing for Print Advertisement • Writing for radio advertisement • Writing for television advertisement • Writing for web • Writing press releases 	CLO 4 12

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Practical	
1	Write 5 news stories, 2 features, 2 Articles, 2 Editorials
2	2 letters to the editor
3	Write a script for radio talk
4	Write a Press Release
5	Write a script for a radio ad and a TV ad.

Suggested Readings:

1. George.A. H. (1990). News Writing, Kanishka Publications.
2. Stein,P.&Burnett(2000),Newswriter'sHandbook:AnIntroductiontoJournalism, Blackwell Publishing.
3. Itule&Anderson(2002).NewsWritingandreportingfortoday'smedia,McGrawHill Publication
4. Harold Evans, 'Newsman's English' William HainemannLtd, 1972.
5. M.L.Stein.andSusanFPaterno,, 'TheNewsWriter'sHandbook,' SurjeetPublications , New Delhi, 2003.
6. George A Hough, ' News Writing', Kanishka Publishers, New Delhi, 2006.
7. BruceD.Itule,andDouglasA.Anderson.'NewsWritingandReportingforToday's Media', McGraw Hill, New Delhi, 2003.
8. JulianHarris,KellyLeiter,Stanley,Johnson,'TheCompleteReporter',Macmillan PublishingCo, New York.
9. धूलिया, सुभाष, प्रधान अनंद, समाचार लेखन एवं अवधारणा, भारतीयजनसंचार संस्थान प्रकाशन, नईदिल्ली
10. Dr Madhu Deep Singh, Media Plurality and Diversity, ISBN-978-81-931528-1-2
11. कुमार, अशोक, समाचारलेखनएवंरिपोर्टिंग, शिवालिक प्रकाशन, नईदिल्ली

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17

B24-MC-202
CC-B2
BASICS OF REPORTING AND EDITING

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: To understand the basics of reporting
 CLO 2: To understand different types of beat reporting
 CLO 3: To know basic concept of editing for print.
 CLO 4: To learn basics of newspaper designing.

UNIT	Topic	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Concept, definitions and elements of Reporting • Sources of News, News gathering, Verification and Validation facts • Cultivation of sources, types of sources, significance of sources in news gathering • Reporting hierarchy in a Newspaper 	CLO 1 12
UNIT- II	<ul style="list-style-type: none"> • Skills required to being a reporter • Press conference, Press briefing, Meet the press and Conducting interviews • Types of beat: Political, Crime, Life style, Entertainment, Sports, Health, Education, Agriculture, Science & Technology, Business, Investigative 	CLO 2 12
UNIT-III	<ul style="list-style-type: none"> • Editing: concept, definition and significance • Principles of Copy Editing • Role of News Editor, Chief Sub Editor and Copy Editor, Skills required to being a copy editor • News Editing: Copy writing, copy selection, story structure 	CLO 3 12
UNIT- IV	<ul style="list-style-type: none"> • Design: meaning and significance • Elements and principles of design • Concept and Utility of Dummy • Basic knowledge of designing softwares like Quark & Indesign 	CLO 4 12




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Practical	
1	Submit 25 news reports of events in your city (of any five different beats). Five political stories, 5 crime stories, 5 sport stories, 5 lifestyle/entertainment stories, 5 stories related to health/ science and technology
2	Edit at least five stories
3	Prepare a dummy of daily newspaper
4	Design front page of a daily newspaper
5	Conduct interviews of two famous personalities

Suggested Readings:

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Here is the News: Reporting for Media, Sterling Publishers.
6. Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
8. Frost, C. (2001). Reporting for Journalists, Routledge, London.
9. Natarajan and Chakraborty: Oyvkuca tuibs (1995): Defence Reporting in India: The Communication Gap, Trishul Publications .
10. Trikha, N.K., Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.
11. Drone Journalism- Dr Abid Ali, Sankalp Publication
12. Dr. Ashok Kumar Samachar Lekhanavem Reporting, Shivalik Prakashan New Delhi,

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AT

B24-MC-203

CC-C2

INTRODUCTION TO RADIO AND TV JOURNALISM

Time-3 Hour
Total Credits - 0
Theory - 50
Internal assessment (T) - 20
Practical-20
Internal assessment (P) - 10
Total Marks - 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: To understand basics of radio journalism and trends in radio broadcasting.
CLO 2: To understand the set up and functioning of radio studio and radio newsroom.
CLO 3: To understand TV studio set up and different types of cameras
CLO 4: To understand TV newsroom and its functioning

UNIT	Topic		Contact Hours
UNIT-I	Introduction to Radio Journalism Radio Stations based on their transmission and purpose Community radio, military radio, spiritual/religious radio Commercial radio, private radio, pirate radio, amateur radio stations New trends in radio broadcasting- Satellite radio, digital radio, online radio stations	CLO 1	12
UNIT-II	Set-up and functioning of a radio studio, Microphones, console, mixers and speakers Radio Newsroom- employee and working process, Qualities of News Editor and News Reporter Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news, elements of a radio news bulletin	CLO 2	12
UNIT-III	Introduction and functions of TV Journalism Types of TV studios, Set up and functioning of a TV studio Introduction to Videocameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera	CLO 3	12
UNIT-IV	Structure and functioning of TV newsroom TV news bulletin: News-gathering, Elements of a TV news story, Story structures- inverted pyramid, diamond, hour glass, narrative TV news script, elements of a TV news bulletin News anchor, presenter and reporter's roles and responsibilities TV debates, interviews and types of interviews	CLO 4	12

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PT

Practical	
1	Reporting radio news stories for any five events of your city
2	Writing script for radio news bulletin
3	Reporting TV news stories for any five events of your city
4	TV writing for different types of visuals
5	Writing script for TV news bulletin

Suggested Readings:

1. Masani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
4. Andrew Boyd: Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheart Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Wlliams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting

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Sub

21

B24-MC-204

CC-M2

Introduction to Graphics Design for Media

Time-3 Hours

Total Credits - 02

Theory - 35

Internal Assessment - 15

Total Marks - 50

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand basic concept of Graphic Design.

CLO 2: To know about the levels of colours.

CLO 3: To develop ability to explore, discover and understand the fundamentals used in design.

CLO 4: To enhance image editing by using design application.

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none">Graphic Design: concept and scopeTypes of Graphics: raster & vectorInfo-Graphics: concept and scopeVisual Perception	CLO 1	12
UNIT- II	<ul style="list-style-type: none">Elements of Graphic DesignColour: Concept and UsesColour Wheel: Concept & UsesColour Psychology	CLO 2	12
UNIT-III	<ul style="list-style-type: none">Design ProcessPrinciples of Design: Contrast, Balance, Emphasis, Proportion, Repetition, Rhythm, Unity	CLO 3	12
UNIT- IV	<ul style="list-style-type: none">Interface of PhotoshopEditing Tools: Cropping, Resizing and Page-setupSelection Tools: Types and ConceptImage Enhancement: Types and ConceptRetouching: Concept and use	CLO 4	12

Suggested Readings:

1. Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman.
2. Nupur Sharma , Aesthetics of art, Krishna publishers
3. Graphic design by Narender Singh Yadav
4. Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for imaging professionals. Peachpit Press
5. Sakar, N.N. Art and Print Production, Oxford University Press

B24-MC-205
MDC-2
MEDIA LITERACY SKILLS

Time-3 Hours
Total Credits - 03
Theory - 35
Internal assessment (T) - 15
Practical-20
Internal assessment (P) - 5
Total Marks - 75

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: To understand concept of media literacy
CLO 2: To understand the concept of critical thinking and its importance
CLO 3: To identify bias, misinformation and study fact checking
CLO 4: To understand importance of media literacy for well being of society

UNIT	Topic	Contact Hours
UNIT- I	Definition Media Literacy: concept and importance Historical background and development of the concept of media and information literacy (MIL) Mis information, Disinformation. Difference between media literacy and basic literacy(ability to read and write) Difference between Media & Information Literacy & Media Literacy News Literacy, Digital literacy	CLO 1 12
UNIT- II	Critical thinking : definition, nature and scope Importance of critical thinking in message interpretation Parameters to identify truth and message interpretation skills Concepts of misinformation, disinformation, distorted information Challenge of widespread lies in digital age	CLO 2 12
UNIT- III	Fact-checking & verification and media literacy in digital era Media & Information Literacy (MIL) as tool for right decision making Concept of 'Qualified citizen' and media literacy western & Indian perspective.	CLO 3 12
UNIT- IV	Media literacy and well being of society Individual responsibilities as message producer Ethical responsibility as social media user Media literacy and Crisis Management	CLO 4 12







Practical	
1	Students will be engaged in exercise to identify bias and propaganda in messages
2	Students will be assigned to apply the media literacy skills to differentiate fact and fiction
3.	Students will be asked to identify information sans facts on social media

Suggested Readings

1. Media Literacy, W. James Potter (2012), Sage Publications
2. Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017
3. Media Literacy: An essential guide to critical thinking skills for our complex digital world, Third Edition, 2021, Nick Pernisco, Publisher: Understand Media
4. Media Literacy: Keys to Interpreting Media Messages, 4th Edition, Art Silverblatt, Anubhuti Yadav, Vedabhyas Kundu, Kanishka Publishers.
5. Media Literacy Doosri Parampara- Pardeep Rai, Haryana Granth Academy, Panchkula

SEMESTER III

R

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R

B24-MC-301
CC-A-3
RADIO PRODUCTION

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand script writing for various radio programmes

CLO 2: To understand the set up and working of a radio studio.

CLO 3: To know about stages of radio programme production.

CLO 4: To undertake radio programme production in different formats

UNIT	Topic		Contact Hours
UNIT- I	Basic principles of script writing for radio Script writing for radio Talk, Discussion, Drama, Interview and Radio feature Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news, elements of a radio news bulletin.	CLO 1	12
UNIT- II	Setup of Radio Studio , Types of Microphone, Console, Mixer Sound System: Mono, Stereo and Surround Sound Introduction to Radio Software	CLO 2	12
UNIT- III	Radio production formats Equipment for radio production Stages of radio programme production Personnel in the production process – Role and Responsibilities	CLO 3	12
UNIT- IV	Editing principles Creating sound effects Editing of Various Radio Programmes	CLO 4	12

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Practical	
1	Writing the script for radio talk and its recording
2	Radio news - Reporting of events and recordings
3	Production of radio news reel
4	Production of field based Radio features

Suggested Readings

1. Masani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
4. Andrew Boyd: Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rinecheast Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Wlliams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting

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B24-MC-302

CC-B3

NEWSPAPER DESIGN AND PRODUCTION

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To inculcate the knowledge of dummy and layout.

CLO 2: To learn the basic principles of designing.

CLO 3: To understand photo-editing and photo caption writing.

CLO 4: To learn applications of newspaper designing software.

UNIT	Topic		Contact Hours
UNIT-I	Design and layout: meaning, definition, elements and significance Terms in layout planning, Stages of layout planning Concept and Utility of Dummy Dummy of Newspaper, Magazines	CLO 1	12
UNIT-II	Principles of design; Basic approach to create a design Color in design; Innovations in newspaper and magazine design Web Journalism and Dummy Modern Lay-out (Specialized designing)	CLO 2	12
UNIT-III	Newspaper designing: newspaper size, newspaper format Design elements: advertisements, text, headlines, pictures Page make up – front page, editorial pages, inside pages, magazine pages	CLO 3	12
UNIT-IV	Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams, Caption Writing, Selection Point for Caption, Sub Caption and Main Stories ,Headlines Designing tools and basic applications of newspaper designing software	CLO 4	12

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Practical	
1	News selection and placement
2	2 Preparing dummy of newspapers
3	3 Writing Headlines for different types of news
4	3 Intro/lead writing assignment

Suggested Readings:

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
5. Hodgson, F. W.(1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
6. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
7. Hicks& Homes,(2001). Sub-editing for Journalists Routledge.
8. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New DelhiBAMC 602 (b): Newspaper designing and Production (Practical)

B24-MC-303

CC-C3

INTRODUCTION TO ADVERTISING

Time-3 Hours

Total Credits - 04

Theory - 50

Internal assessment (T) - 20

Practical-20

Internal assessment (P) - 10

Total Marks - 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO1: To nurture a deep sense and understanding about basic concepts of advertising
CLO 2: To develop understanding about structure and functioning of advertising agency.
CLO 3: To be familiarized with the concept of campaign planning
CLO 4: To understand the concept of advertising research

UNIT	Topic		Contact Hours
UNIT- I	Advertising: Meaning, Concept, Functions and Types. Advertising approach: DAGMAR and AIDA Approach, Media of Advertising, Advertising aspects: Economic, Social and Cultural Aspects, Advertising Ethics. Development of advertising in India	CLO 1	12
UNIT- II	Advertising agency: Role and Function, Types, Organization structure, Selection of ad agency, Agency commission, Client agency relationship. Important Advertising Agencies: growth and development	CLO 2	12
UNIT- III	Advertising Campaign: Process and Planning, Audience measurement: Audit Bureau of Circulation, Indian Readership Survey, Media Scheduling and Budget allocation	CLO 3	12
UNIT- IV	Introduction to Advertising research, Methods of Measuring Advertising Effectiveness, Copy Testing Television Rating Point, Gross Rating Points, Trends in advertising	CLO 4	12

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21

Practical	
1	Prepare an advertisement for five different products for Print Media.
2	Preparing a radio jingle for FM channel.
3	Prepare a Poster On Any Social Issue.
4	One Case Study –Advertising Campaign

Suggested Readings:

1. Philip R Cateora and John L Graham, International Marketing_ Irwin McGraw Hill 1999.
2. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
3. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The freePress-1989.
4. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001
5. Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
6. Manendra Mohan- Advertising Management; Tata McGrawHill Promotion-Stanley
7. George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill
8. Handbook of Journalism and Mass Communication by VirBala Aggarwal, V.S.Gupta
9. Mass Communication in India- Keval J. Kumar
10. Abhinay Darpan- Ashok Nath Sasthri (Bengali)

B24-MC-304
CC-M-3
COMPONENTS OF MULTIMEDIA

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: To know the basic elements of multimedia and hardware-software requirements.
CLO 2: To understand the primary elements of multimedia i.e. text and image for the multimedia applications and projects.
CLO 3: To study the relation of necessary elements i.e. audio and video and audio-visual media.
CLO 4: To understand the animation concepts and the importance of animation in multimedia industry.

UNIT	Topic		Contact Hours
UNIT-I	Multimedia basics: definition, meaning, need of multimedia; Basic elements of multimedia Hardware and software requirements for multimedia Multimedia authoring and tools	CLO 1	12
UNIT- II	Text: usage of text and fonts in multi media projects, families and faces of fonts, outline fonts, bitmap fonts and hypertext, typeface, text settings Image: definition, image types, vector vs bitmap images, Image layers, color schemes, image file formats	CLO 2	12
UNIT-III	Audio: digitization of sound, frequency and bandwidth, decibel, data rate, audio file format, sound synthesis, MIDI, recording and mixing, audio console, audio software and hardware Video: video basics, video standards, analog and digital video, video recording, storage formats, shooting and editing video, file formats	CLO 3	12
UNIT-IV	Animation: definition and principles of animation, cell animation, stop motion, morphing, difference between 2D and 3D animation, adding video effects	CLO4	12

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21
32

Practical	
1	To prepare a file with Text and Paragraph alignment.
2	To edit an Image by Cropping, resizing the same.
3	To edit a image by using five filters and effects
4	To prepare a power point presentation by using multimedia components

Suggested Readings

1. Multimedia Basics, Volume 1 by Andreas Holzinger, Firewall Media.
2. Fundamentals of Multimedia, Ze-Nian Li, Mark S. Drew, Pearson Prentice Hall, 2004
3. Multimedia Basics, Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson/Course Technology
4. Malik and Agarwal, S. and A. (October 2012). "Use of Multimedia as a New Educational Technology Tool-A Study"(PDF). International Journal of Information and Education Technology.
5. The Animation Book A Complete Guide to Animated Filmmaking--from Flip-books to Sound Cartoons to 3-D Animation By Kit Laybourne · 1998
6. Character Animation Crash Course by Eric Goldberg
7. Animation: From Script to Screen by Shamus Culhane
8. The Animator's Survival Kit by Richard Williams
9. The Illusion of Life by Frank Thomas and Ollie Johnston

B24-MC-305
MDC-3
PHOTOGRAPHY

Time-3 Hours
Total Credits – 03
Theory - 35
Internal assessment (T) – 15
Practical-20
Internal assessment (P) – 5
Total Marks – 75

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To learn basic concepts and importance of Photography

CLO 2: To learn mobile photography

CLO 3: To learn uses of lights in photography

CLO 4: To learn photo editing and new trends in photography

UNIT	Topic	Contact Hours
UNIT-I	Introduction and Development of Photography Photojournalism - Role and importance Qualities of a good photograph Tools of Photography, types of cameras Traditional and digital camera, Part of Camera, Camera control	CLO 1 12
UNIT- II	Emergence of Digital technology Digital Photography, Mobile photography Selecting Images, Size, and quality Indoor and Outdoor Photography	CLO 2 12
UNIT- III	Lighting principles Role of lighting Different types of lighting and its uses Role of subject, quality of photograph Developing different sizes of photograph	CLO 3 12
UNIT- IV	Photograph Editing Techniques Cropping, Enlarging & reducing Clubbing/Grouping Color composition Filter, length, focus, Shots Photo feature, New trends in photography	CLO 4 12

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34

Practical	
1	The students have to prepare a Digital portfolio along with print containing at least 20 photographs clicked by them.
2	They have to develop a photo-feature on a theme selected in consultation with the concerned faculty.

Suggested Readings:

1. Digital Photography (Hindi), Vishnu Priya Singh, Publisher-Computech Publication Limited.
2. Digital Photography (Hindi) Hardcover (2018), Riyaj Hasan, Book Enclave, Jaipur.
3. Photography Technique and Uses (Photography Taknik aur Pryog), Narendra Singh Yadav, Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture, Carlton Books Ltd. (London)



SEMESTER IV

A

2/2

21

B-24-MC-401
CC-A4
TV PRODUCTION

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: To understand television journalism and stages of TV production.
CLO 2: To study set up of television studio and uses of various types of camera and lighting
CLO 3: To learn techniques and skills for presentation, anchoring of television programme
CLO 4: To undertake television programme production of different format.

UNIT	Topic	Contact Hours
UNIT- I	Television Journalism; Characteristics of Television as a medium of Mass Communication. Significance of TV journalism. Stages of TV programme production: Pre-production, Production, Post Production. Basic principles of script writing for TV. Scripts for various Television Formats	CLO 1 12
UNIT- II	Setup of TV Studio, Types of television studios, Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane Camera, Spiders Camera, Drone cameras. Green screen, Use of Tele-prompter, multi-prompter. Television Lighting techniques, Fill, Main, and back lights Television production and shooting program crew. Camera Shots, Camera Movements, Camera Angle .	CLO 2 12
UNIT- III	Television newsroom, Newsroom structure, TV news bulletin: News-gathering, elements of a television news story, writing news, elements of a TV news bulletin. Television Debates, Interviews; Types of interviews. News anchor, presenters, reporter's roles, and responsibilities	CLO 2 12
UNIT- IV	Editing; offline, online editing, linear editing, non-linear editing. Introduction to basic editing softwares.VFX, SFX . New trends in television journalism, TV Online and Online Demand TV channels on mobile phones, Alternative news media, Netflix, Apple TV etc.	CLO 2 12

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	Practical
1	Write scripts for various TV programmes
2	Learn techniques and skills for presentation, anchoring for Television programme and produce TV news bulletin
3	Able to work in a TV studio
4	Undertake TV programme production in different formats using basic editing software's
5	Write scripts for various TV programmes

Suggested Readings

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing , William L. Rivers.
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India,P.CChatterji,Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
7. A. Michel Noll., TV technology - Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla,Global, Television
10. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.

B24-MC-402
CC-B-4
INTRODUCTION TO PUBLIC RELATIONS

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO1: To acquire knowledge about basic concept of PR.
CLO 2: To understand basic tools of public relations..
CLO 3: To understand PR set up in various sectors.
CLO 4: To learn the ethics and laws of public relations.

UNIT	Topic	Contact Hours
UNIT- I	Public Relations- definition and concept, growth of PR in India. Differences between PR, Publicity, Propaganda, Advertising and public opinion and corporate communication. PR as a Management function. Image building, Concept of e-PR	CLO 1 12
UNIT- II	Strategies of PR-planning-implementation-research-evaluation. PR practitioners and media relations, press conference, press releases and other tools of Public Relations-Newspaper and magazine, Radio, television and film , New media and social media, Alternate media and traditional media	CLO 2 12
UNIT- III	Publics of PR- internal and external. PR in various sectors. PR in Central and State Government.PR in private sector. Duties and responsibilities of PR professionals.PR Agencies, PR for-hospitals, NGOs, Defence, Police, Media Institutions Political parties.	CLO 2 12
UNIT- IV	PR research techniques. PR and Crisis Management- Case Studies. PR Code of Ethics by professional bodies, Ethics of e-PR, Laws relating to public relations and corporate communication. Professional organizations of PR- PRSI, PRCI. Career in Public Relations	CLO 2 12

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Practical	
1	Writing at least 10 press releases of the functions and events of your institution which you have recently attended.
2	Preparing at least 05 posters of the visions of the government of your state
3	. Preparing at least five pamphlets of the visions of your institute
4	Making at least five pamphlets for the missions of your institute
5	Preparing at least 5 leaflets for attracting quality students in your institute.
6	Planning a newsletter of your institute to build its image
7	Create a blog for your institution
8	Examine 2 case studies to understand the role of PR in crisis management

Suggested Readings

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M. Kaul. Kolkotta:NayaProkash.
4. 'PR as Communication Management' By Crable E.Richard.Edina,Min: Bellwether Press
5. 'Public Relations: The Profession and the Practice' By Baskin W.Otis, Aronoff E. Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
6. 'Vigyapan aur jansampark' By Jaishri Jethwaney, RaviShanker and NarendraNath Sarkar. New Delhi: Sagar Publications

B24-MC-403

CC-C4

Media : Current Affairs

Time-3 Hours

Total Credits – 04

Theory - 50

Internal assessment (T) – 20

Practical-20

Internal assessment (P) – 10

Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To learn the functioning of the system of Government of India.

CLO 2: To learn the Structure of bureaucracy and judiciary.

CLO 3: To study the wide coverage of important issues in media.

CLO 4: To learn the critical understanding of media coverage.

UNIT	Topic		Contact Hours
UNIT-I	Structure of Governance in India: Centre Government, State Government, Panchyati Raj Structure and powers of law making agencies: Parliament, State Legislative, State Council and Panchyat .	CLO 1	12
UNIT- II	Structure of bureaucracy at centre level, Hierarchy of administrative officers in state capital, District and block level. Structure of Judiciary: Supreme court, High court, District court	CLO 2	12
UNIT- III	Major current international, national & regional happening related various fields during the semester. Major issues related Indian economy and important economic happenings in the world during semester. Central budget, GDP(Gross domestic product	CLO 3	12
UNIT- IV	Issues related media organization and debate over media coverage Issues related working of media organizations and their coverage. Critical analysis of coverage of important issues in media. Comparative analysis of coverage of print and electronic media on important happenings	CLO 4	12

Practical	
1	Practicing and making assignments of general knowledge, general awareness.
2	Practicing and making assignments Current affairs and contemporary activities of local, regional, national and international level
3	Making a review from the latest monthly competitive magazines of standard publications like Competition Success Review, Pratiyogita Darpan(English), Pratiyogita Darpan(Hindi),etc.

Suggested Readings

1. 'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By
1. V.V.K.Subburaj.Publication of Sura College Competition.
2. Basic General Knowledge' (Latest edition).ByV.V.K.Subburaj. Publication of Sura
3. College Competition.
4. 'General Knowledge' (Latest edition): India & World. By
5. Saumya Ranjan Behera.Maxcurious Publications
6. 'General Knowledge' (Latest edition) By Manohar Pandey (Online publication).
7. 'Manorama'(Latest edition) .

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SEMESTER VII and VIII

Syllabi for Under Graduation Program in Communication Theories and Practice

Semester: 7th

Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	Communication Theories and Practice	Course Code	B24-BAMC-701
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. Students will be able to explain the key components and functions of various communication models, including their relevance in understanding the communication process.
2. Students will demonstrate an understanding of major communication theories and their implications for media influence, audience behavior, and communication processes.
3. Students will be able to design and conduct effective communication research, including selecting appropriate research methods, analyzing data, and interpreting findings.
4. Students will gain proficiency in applying both quantitative and qualitative research methods to investigate communication phenomena, analyze data, and draw meaningful conclusions.
5. Students would develop competencies to undertake media research.

Unit 1:

- 1.1** SMCR, Las well Model
- 1.2** Osgood Model, Dance Model
- 1.3** Shannon and Weaver Model, Wilbur Schramm
- 1.4** Westley & Maclean, Gerbner Model

Unit 2:

- 2.1** Theories of Communication
- 2.2** Direct Media effect theories, Limited Media effect theory etc.




- 2.3 Cultivation Theory, Framing Theory etc.
- 2.4 Uses and Gratification, Spiral of Silence Theory, Play Theory etc.
- 2.5 Perception and Retention Theory

Unit 3:

- 3.1 Research: Meaning & Concept
- 3.2 Types of Research, Descriptive, Historical, Action Research etc.
- 3.3 Research Process, Research Methodology.
- 3.4 Research Approaches, Positivism and Post Positivism.

Unit 4:

- 4.1 Nature and Significance of Communication Research
- 4.2 Stages and types of Communication
- 4.3 Public Opinion Research
- 4.4 Quantitative & Qualitative research, content analysis

References:

- Uma Narula- Handbook of Communication Models, Perspectives, Strategies
- Uma Narula-Mass Communication Theory and Practice
- Denis.McQuail-Mass Communication Theory
- John Fiske-Introduction to Communication Studies
- Manoj Dayal- Media Metrics
- Roger D. Wimmer & Joseph R. Dominick- Mass Media Research: An Introduction

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Syllabi for Under Graduation Program in

Writing Skill

Semester: 7th

Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	Writing Skill	Course Code	B24-BAMC-702
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):
Learning Outcomes:

1. To make students acquainted with various forms of print media.
2. To train students with existing various technologies widely in use in print journalism.
3. To enhance journalistic skills of students.
4. To augmenting the knowledge of various news agencies.

Unit 1:

- 1.1 Different stages of scripting - idea - research - Synopsis - Outline-treatment - story
- 1.2 Fiction Script writing - Dramatic structure - Rising action - Falling action
- 1.3 Narrative structure - Characterization and theme - Adaptation - Short fiction forms and formats - Non - fiction script writing
- 1.4 Rhetorical and Expository structure - Short Nonfiction forms and formats

Unit 2:

- 2.1 News writing (Style and Structure), Words and Terms or used in Journalism
- 2.2 Media, News Values, News Sources

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- 2.3 Writing Feature and Article,
2.4 Writing Reviews & Criticism: Books, Films, Television Programmes,
Theatre, Art exhibition

Unit 3:

- 3.1 Script organization - target audience consideration
3.2 scripting for science/development program
3.3 scripting for educational program
3.4 scripting for women's program

Unit 4:

- 4.1 Reporting skills, Interview, Various types of Reporting, Editing practice
4.2 Translation practice, News Writing, Picture Editing
4.3 Writing Features, Article, Editorial, Reviews for various media
4.4 Preparation of Newspaper, Layout Design, Dummy Preparation, Page Make-Up.

References:

1. Shrivastava K. M., *News Reporting and Editing*, Sterling Publishers Pvt. Ltd.
2. Ahuja Charanjit, *Print Journalism: A Complete Book of Journalism*, Partridge India
3. Hodgson F. W., *Modern Newspaper Practice: A primer on the press (Journalism Media Manual)*, Routledge; 4th ed.
4. Kamath M.V., *The Journalist's Handbook*, Vikas Publishing House Pvt. Ltd.
5. Mohan Sumit, *Media Lekhan*, Vani Prakashan.
6. Hough George A., *News Writing*, Gaurav Book Centre.
Goyal B. S., *Principles and Practice of news Writing*, Shree Publishers & Distributors.

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Syllabi for Under Graduation Program in Growth and Development of Media

Semester: 7th

Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	Growth and Development of Media	Course Code	B24-BAMC-703
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours
<p>Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.</p>			
<p>Course Learning Outcomes (CLO): Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Students will explore the historical evolution of print media, radio, television, and cinema. 2. Students will know the origins and roles of Indian news agencies in shaping media content and dissemination, emphasizing their significance in the media landscape. 3. Students will learn about the ownership and management structures within the press, radio, television, and cinema industries. 4. Students will learn the characteristics and impact of cinema journalists. 5. Students would develop holistic understanding about evolution of media in India. 			
<p>Unit 1:</p> <ol style="list-style-type: none"> 1.1 Development of Print Media: Historical Journey 1.2 Indian Press; Post Independence 1.3 Origin of Indian News Agencies and their role 1.4 Management and ownership Pattern of Press 			
<p>Unit 2:</p> <ol style="list-style-type: none"> 2.1 Development of Radio: Historical Journey 2.2 Development of Radio in India 2.3 Public and Private Radio Systems, FM, AM etc. 2.4 Organizational structure of the Radio, Present Status, New Trends 			

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Unit 3:

- 3.1 Development of Television: Historical Journey
- 3.2 Development of Television in India
- 3.3 Public and Private T.V. Channels
- 3.4 Organizational structure of the Television Industry, New Trends

Unit 4:

- 4.1 Cinema: Historical perspective
- 4.2 Development of Cinema in India
- 4.3 Characteristics of Hindi Cinema
- 4.4 Cinema as a medium of Mass Communication, Current Status, Emerging Trends

References:

- Kewal J Kumar -Mass Communication in India.
- Ranga Swamy, Parthasarthy -Journalism in india.
- Natrajan J.- History of Indian Journalism.
- Jeffrey Robin- India's News Paper Revolution.
- Seema Hasan- Mass Communication: Principles and Concept
- Handbook of Journalism & Mass Communication- Aggarwal, Vir Bala & Gupta, V. S.

Syllabi for Under Graduation Program in

News Writing

Semester: 7th
Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	News Writing	Course Code	B24-BAMC-704
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

- Students would be able to know the basic skills required for writing for media.
- Students would be able to comprehend the difference between journalistic writing and creative writing.
- Students would understand and identify the different genres of writing.
- Students would be able to develop requisite skills for writing for different types of media.
- Students would appreciate the importance of media writing, and built apt competencies for media writing.

Unit I:

- Writing-An introduction, purpose, scope and relevance
- Basic Elements of writing
- Skills required for writing, Tools for Writing
- Essential for good writing

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Unit 2:

- Journalistic writing, Genres of Journalistic Writing
- News Writing -Basics
- Writing for Print Media, Electronic Media, New Media ; Characteristic Features for Writing for Media
- Writing Articles, Opinion Pieces, Editorial, Letter to Editor

Unit 3:

- Creative writing -Basic, Various Genres of Creative Writing
- Personal creative expression -Poetry & Prose , fiction writing
- Features, Writing features
- Writing Travel Reports, Writing on Arts & Culture

Unit 4:

- Writing Book Reviews, Film Reviews
- Writing on Food, Fashion, Lifestyle
- Writing on Social issues ,Human Interest, Community issues
- Writing on Science, Environment and Health issues.

References:

- Writing for Media- Usha Raman
- Media Lekhan- Sumit Mohan
- Media Lekhan- (Siddhant Aur Vjyayar)- Chandraprakash Mishra
- Samachar Lekhan evam reporting- Ashok Kumar
- Samachar Avdharna Evam Lekhan Prakriya- Subhash Dhuliya
- Bond Ruskin -How to be a writer.
- Raman, Usha- Writing for Media.
- Anjana Neira Dev, Anuradha Marwah, and Swati Pal-Creative Writing: A Beginner S Manual

Syllabi for Under Graduation Program in Computer Application in Journalism

Semester: 7th

Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	Computer Application in Journalism	Course Code	B24-BAMC-705
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

- Students would be able to know the basic skills required for writing for media.
- Students would be able to comprehend the difference between journalistic writing and creative writing.
- Students would understand and identify the different genres of writing.
- Students would be able to develop requisite skills for writing for different types of media.
- Students would appreciate the importance of media writing, and built apt competencies for media writing.

Unit 1:

- 1.1 Definition, Origin & History
- 1.2 Classification of Computers
- 1.3 Introduction to input & output devices
- 1.4 Introduction to memory – Primary & Secondary

Unit 2:

- 2.1 Introduction to graphical and user interface (GUI)
- 2.2 File and Folders – Flash, Directory

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2.3 Creating, Copying, Moving, Deleting and Renaming

2.4 Applications & Setting : Desk top Management, tool box

Unit 3:

3.1 MS-Word and Application –basics

3.2 Typing and editing, formatting text

3.3 Quark Express basics

3.4 Power Point – Introduction, presentation, graphics, creating presentation and slide shows

Unit 4:

4.1 Introduction to Internet, definition, various activities

4.2 Tools and services on Internet

4.3 Internet protocols FTP, HTTP, TCP, IP

4.4 Major News Sites, E Magazines, online newspapers

References:

- Writing for Media- Usha Raman
- Media Lekhan- Sumit Mohan
- Media Lekhan- (Siddhant Aur Vjyayar)- Chandraprakash Mishra
- Samachar Lekhan evam reporting- Ashok Kumar
- Samachar Avdharna Evam Lekhan Prakriya- Subhash Dhuliya
- Bond Ruskin -How to be a writer.
- Raman, Usha- Writing for Media.
- Anjana Neira Dev, Anuradha Marwah, and Swati Pal-Creative Writing: A Beginner S Manual

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Syllabi for Under Graduation Program in Media Law and Ethics

Semester: 8th

Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	Media Law and Ethics	Course Code	B24-BAMC-801
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes (CLO):

Learning Outcomes:

1. Students will understand the historical context of press regulation and its impact on media freedom, enabling informed analysis of media practices.
2. Students will recognize the significance of the right to information in media, empowering them to engage with transparency, accountability, and citizen empowerment.
3. Students will interpret the provisions of the Press and Registration of Books Act, equipping them with knowledge about legal aspects relevant to publishing and journalism.
4. Students will understand media ethics, explore ethical principles, and apply them to real-world scenarios, fostering ethical decision-making in journalism and communication.
5. Students would comprehend the conceptual and applied aspects of media ethics

Unit 1:

- 1.1 Press Regulation: A Historical Perspective
- 1.2 Censorship and Media: A Historical Perspective
- 1.3 Emergency & Censorship: Indian Experience
- 1.4 Freedom of Speech and Expression in the Constitution of India



Unit 2:

- 2.1 Media and Right to Information
- 2.2 Contempt of Court Act 1971
- 2.3 Defamation Law in India
- 2.4 Right to Privacy

Unit 3:

- 3.1 Press and Registration of Books Act, 1867
- 3.2 Copy Right Act 1957
- 3.3 Consumer Protection Act 1986
- 3.4 Prasar Bharti Act 1996, IT related acts

Unit 4:

- 4.1 Media Ethics—Meaning and Concept, Relevance of Media Ethics
- 4.2 Media Ethics—A Historical perspective
- 4.3 Code of ethics for Media Professionals
- 4.4 Ombudsman—Definition, Role & Responsibility.

References:

- C.S Rayudu, S .B Nageshwar Rao-Mass Media Laws & Regulations
- R. K. Ravindran-Press in Indian Constitution
- Dr Rakesh Kumar Singh, Souvik Dhar-Media Law (Including Right to Information Act)
- Sohini Mahapatra-Media Law in India
- M. Neelamalar-Media Law and Ethics



Syllabi for Under Graduation Program in

Reporting & Editing

Semester: 8th

Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	Reporting & Editing	Course Code	B24-BAMC-802
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes/ Objectives (CLO):

1. The students will be able to describe the key elements of news, including fairness, clarity, brevity, and truthfulness, and understand the duties and responsibilities of journalists in delivering accurate and impactful news.
2. The Students will be able to identify and evaluate various news sources, comprehend the process of news coverage, and understand the significance of news conferences, meetings, and gatherings in journalism.
3. The Students will have the ability to apply investigative and interpretative approaches to news, critically analyze news from marginalized groups and gender perspectives, and recognize the role of news in promoting peace, reconciliation, social justice, and human rights.
4. Students will be proficient in news editing, including the responsibilities of a copy editor, tools used for editing, and the selection of news for publishing.
5. Students will develop competencies for career in print media

Unit 1:

- 1.1 News: Definition, Meaning and Concept, fairness, clarity, brevity, verification, truthfulness, news slants
- 1.2 Duties and responsibilities of journalist
- 1.3 News structure, Introduction, Types of News
- 1.4 Journalistic interview

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Unit 2:

- 2.1 News source, News coverage, news conferences, meetings, gatherings etc.
- 2.2 News beats, covering court, legislature and parliament, govt. organizations
- 2.3 Covering crime, accident, disaster, law & order
- 2.4 Reporting: social, rural, art and culture, sports, education and development, etc.

Unit 3:

- 3.1 Investigative approach, interpretation approach, in-depth approach in news
- 3.2 Analyzing news from marginalized groups and gender point of view, conflicts and communal riots
- 3.3 News for peace and reconciliation
- 3.4 News for social justice and human rights

Unit 4:

- 4.1 News Editing: Copyeditor, responsibilities and tools, selection of news for publishing
- 4.2 Headlines-concept and types
- 4.3 Editing different copies, managing online desk, photo-editing.
- 4.4 Essentials of page makeup, proof reading, photographic coverage of news

References:

- Vir Bala Aggarwal & V. S. Gupta -Handbook of Journalism & Mass Communication
- Seema Hasan -Mass Communication: Principles and Concepts
- Keval J Kumar- Mass Communication in India
- Jean Folkerts and Stephen Fry -The Media in Your Life- An Introduction to Mass Communication
- M. V. Kamath-Professional Journalism
- K. M. Srivastava- News Reporting and Editing:
- Surbhi Dahiya - Beat Reporting and Editing: Journalism in Digital Age

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Syllabi for Under Graduation Program in

Broadcast Journalism

Semester: 8th

Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	Broadcast Journalism	Course Code	B24-BAMC-803
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes/ Objectives (CLO):

- Students will learn about the basics of Broadcast Media (Radio & Television)
- Students would gain knowledge about the essentials of Broadcast Journalism
- Students would gain skills about writing for broadcast media platforms.
- Students would gain knowledge about the basic production process and programming of Broadcast Media
- Students would develop competencies to be a Broadcast Journalist

Unit 1:

- 1.1 Radio – Oral Medium, main features
- 1.2 Radio – Public Sector Broadcasting, Commercial Radio,, Community Radio, Campus Radio
- 1.3 Radio as a medium of Mass Communication Radio News Bulletin, Radio for Social Change and Development Goals
- 1.4 Various types of Radio Programs especially on Aakashvaani, Duties, roles and responsibilities of Radio personnel in Radio Stations

Unit 2:

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2.1 Radio Journalism – Basics, Scope

2.2 Writing for Radio, News Writing for Radio, Radio Anchoring

2.3 Writing Radio scripts, Writing for different types of Radio programmes

2.4 Radio recording and editing, Technological aspects of Radio Journalism and Radio Programming, Podcasting as Journalism medium

Unit 3:

3.1 Television Journalism, Basic nature and scope,

3.2 Television Newsroom, News gathering, Processing and Writing for TV News, TV News Room~ Role & Function

3.3 Reporting for Television, conducting TV interviews, Television News Anchoring, Video Blogging for Journalism

3.4 Preparing scripts for TV news, and TV programmes,, Production Techniques for TV programmes

Unit 4:

4.1 Camera Work (Shots, Movements related for Television Programmes)

4.2 TV Production, Stages of Television Production, Basic Skills for Television Production

4.3 Video Editing – Basic process- Skills and Techniques

4.4 Duties, roles and responsibilities of TV personnel in Television channels, Eminent TV personalities and journalists

References:

- Peter Stewart, Alexander Ray-Broadcast Journalism-Techniques of Radio and Television News
- K M Shrivastava-Broadcast Journalism in the 21st Century
- S.C.Bhatt-Broadcast Journalism-Basic Principles
- Shakuntala Rao - Indian Journalism In A New Era
- Andrew Boyd, Peter Stewart, Ray Alexander-Broadcast Journalism
- Pankaj Athawale-Stay Tuned: The Story of Radio in India
- Nalin Mehta-India on Television: How Satellite News Channels have changed the way we think and act
- K M Shrivastava-Broadcast Journalism

Syllabi for Under Graduation Program in

CURRENT AFFAIRS ARTICALS, FEATURES AND EDITORIAL WRITING

Semester: 8th

Session: 2024-25

Name of Program	Under Graduation in Mass Communication	Program Code	B24-BAMC
Name of the Course	CURRENT AFFAIRS ARTICALS, FEATURES AND EDITORIAL WRITING	Course Code	B24-BAMC-804
Hours per Week	04	Credits	04 (L:4, T:0, P:0)
Maximum Marks	70 External + 30 Internal = 100 Marks	Time of Examinations	Three Hours

Note:

Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.

Course Learning Outcomes/ Objectives (CLO):

- 1: To learn the functioning of the system of Government of India.
- 2: To learn the Structure of bureaucracy and judiciary.
- 3: To study the wide coverage of important issues in media.
- 4: To learn the critical understanding of media coverage.

Unit 1:

- 1.1 Structure of Governance in India: Centre Government
- 1.2 State Government, Panchyati Raj
- 1.3 Structure and powers of law making agencies
- 1.4 Parliament, State Legislative, State Council and Panchyat

Unit 2:

- 2.1 Structure of bureaucracy at centre level, Hierarchy of administrative officers
- 2.2 Structure of Judiciary: Supreme court, High court, District court
- 3.3 Powers of civil administration and Judiciary
- 2.4 Major stories related Judiciary and civil administration in media during semester

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Unit 3:

- 3.1 Major current international, national
- 3.2 Central budget, GDP(Gross domestic product),
- 3.3 Special coverage of issues in print and electronic and online media.
- 3.4 Popular interviews of various personalities in various media.

Unit 4:

- 4.1 Issues related media organization and debate over media coverage
- 4.2 Issues related working of media organizations and their coverage.
- 4.3 Critical analysis of coverage of important issues in media.
- 4.4 Comparative analysis of coverage of print and electronic media on important happenings

References:

- Peter Stewart, Alexander Ray-Broadcast Journalism-Techniques of Radio and Television News
- K M Shrivastava-Broadcast Journalism in the 21st Century
- S.C.Bhatt-Broadcast Journalism-Basic Principles
- Shakuntala Rao - Indian Journalism In A New Era
- Andrew Boyd, Peter Stewart, Ray Alexander-Broadcast Journalism
- Pankaj Athawale-Stay Tuned: The Story of Radio in India
- Nalin Mehta-India on Television: How Satellite News Channels have changed the way we think and act
- K M Shrivastava-Broadcast Journalism